WHAT IS CLAIMED IS:

1. A system for marketing a product comprising:

a first subsystem for registration of suppliers of products and information with respect to said products;

a second subsystem for registration of vendors with shelf space available to display said products and information with respect to available shelf space and associated fees;

a third subsystem for said suppliers and vendors to negotiate for required shelf space, the supply and display of said products and payment of said fees;

wherein said first, second and third subsystems are operably interconnected.

2. The system as claimed in claim 1, wherein said system is a web based system and said subsystems are operably interconnected through the internet.

3. The system as claimed in claim 1, further comprising a fourth subsystem for direct sales of said products.

4. The system as claimed in claim 2, wherein said system is maintained by a web provider.

5. The system as claimed in claim 1, further comprising a fifth subsystem for viewing registered products.

6. The system as claimed in claim 5 wherein said fifth subsystem permits the viewing of registered products by location and category.

7. The system as claimed in claim 1, wherein said first subsystem includes an

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account section for maintaining account of products shipped, cost of shelf space, and sales information.

8. The system as claimed in claim 1, wherein said second subsystem includes an account section for maintaining account of incoming products, inventory and sales, and payments.

9. The system as claimed in any claim 1, wherein said first and second subsystems further including messaging systems to permit vendors and suppliers to send messages to

10   each other.

10. A method of marketing a product, comprising:

(a) providing information on a product and a supplier of said product;

(b) providing information on vendors with available shelf space to display said product, said information including information on available shelf space and cost of said shelf space;

(c) negotiating with said vendors for desired shelf space, the supply and display of said product and payment for the display and sale of said products;

(d) supplying said products to said vendors for display and sale;

20   (e) accounting for the sale of said products by said vendors; and

(f) providing supplier with a predetermined percentage of said sales.

11. The method of claim 10 which is web based.

12. The method of claim 10, further comprising:
providing for direct web based sales of said product.

13. An internet based system for connecting an individual with a product available for sale to a store with space available to display that product and for marketing of said product, said system comprising:

a first subsystem for cataloguing specifications of products and identification with respect to product contact persons;

a second subsystem for registration of vendors having available shelf space to display said products, including dimensions of shelf space available, cost and vendor contact information;

a third subsystem which includes means which permits said product contact persons to negotiate with said vendor for required shelf space;

a fourth subsystem for direct purchase of said catalogued products;

wherein all said subsystems are operably connected together and available through the internet.

14. The internet based system of claim 13, wherein said system is maintained by a webprovider.

15. The internet based system of claim 13, further comprising a fifth subsystem for viewing of registered products by location and category.

16. The system of claim 1, wherein said first subsystem includes a supplier registration section and an supplier account section.

17. The system of claim 1, wherein said second subsystem includes a vendor registration section and a vendor account section.

18. The system of claim 16, wherein said supplier registration section of said first

subsystem includes a first section for supplier registration information, a second section for rules of use, a third section which generates username and password information for said supplier.

19. The system of claim 17, wherein said vendor registration section includes a first section for vendor registration information, a second section for rules of use and a third section which generates username and password information for said vendor.

20. The system of claim 16, wherein said supplier account section includes a product information section, outgoing product section, sales report section, product returns section, direct sales order section and a messaging section.

21. The system of claim 17, wherein said vendor account section includes a services and fee section, incoming product section, inventory and sales section, return products section, payment section and a messaging section.